

RECIPROCAL LINK TRACKING

ABSTRACT

A method, apparatus, system, and signal-bearing medium that in an embodiment verify that if a selected first link in a first page points to a reciprocal site, then a
5 reciprocal link in a reciprocal page points back to the first page. The verification is performed by finding the reciprocal page and searching it for the reciprocal link. If the reciprocal link does not exist, then in various embodiments, the first link is removed or is removed after a time period has elapsed or a number of times has been exceeded, or a user is warned of the lack of the reciprocal link. In this way, reciprocal links are tracked
10 to verify that the first page is receiving the agreed-upon links.